

## Biography

**JEFFREY BROOKE****Director of Employee Communications**

As GPO's Director of Employee Communications, Brooke is responsible for communicating agency policy, news, events and initiatives to GPO's 2,200 employees. He advises GPO senior management on employee communication strategies and opportunities.

**Biography**

Brooke has managed internal communication and change-related programs for over 20 years. He joined GPO in 2004 to create GPO's employee communication program with an array of communication channels tailored to the needs of GPO's culture. Extensive planning and assessment services frame the program to align employee behaviors with organizational goals. Under Brooke's leadership, the agency has received awards from the International Association of Business Communicators for measurement-driven, best-in-class communication plans, electronic channels and print publications.

Prior to coming to GPO, Brooke worked for the Department of Treasury for 16 years, leading agency-wide internal communication strategy and measurement for the IRS, and projects to improve narcotics intelligence and managerial communication at U.S. Customs Service.

Brooke co-founded and is the current chair of the Federal Communicators Network. FCN shares communication best practices across Federal communication offices. He has served for many years on the board of the International Association of Business Communicators/DC Metro.

Brooke is a graduate of Virginia Tech with a Bachelor of Science degree in Business Finance. He earned an M.S. in Organization Development from Johns Hopkins University, a Post-Graduate Certificate in Senior Executive Leadership from Georgetown University, and is Accredited in Business Communication.